

REMARKS

Claims 1-20 are pending. The Examiner's reconsideration of the rejections is respectfully requested in view of the remarks.

Claims 1-3 and 5-20 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Herrod et al. (U.S. Patent No. 6,405,049) in view of Berstis (U.S. Patent No. 6,542,824). The Examiner stated essentially that the combined teachings of Herrod and Berstis teach or suggest all the limitations of Claims 1-3 and 5-20.

Claims 1 and 20 claim, *inter alia*, "requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device in relation to the local reference frame." Claim 15 claims, *inter alia*, "a user selectable trigger of the portable display device for triggering a correlation means, the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an orientation of the portable display device within the three dimensional space."

Herrod teaches a terminal and access point for transmitting information concerning products available in the locality of the terminal for display (see col. 10, lines 36-44). Herrod teaches information is provided based on push technology according to a position of a device (see col. 10, lines 36-44) or based on user requests for product information using menu screens (see col. 11, lines 51-53). The push technology does not use a request via the device, nor a trigger of the device. Further, the user requests of Herrod do not use position or orientation in determining a product; Herrod teaches that a product is selected entirely through typing a name

or selecting a product from a menu. Thus, Herrod fails to teach or suggest “requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device” as claimed in Claims 1 and 20, nor, “a user selectable trigger of the portable display device for triggering a correlation means, the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an orientation of the portable display device within the three dimensional space” as claimed in Claim 15. Therefore, Herrod fails to teach or suggest all the limitations of Claims 1, 15, and 20.

Berstis teaches an inertial motion sensor (see Abstract). Berstis does not teach “requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device” as claimed in Claims 1 and 20, nor, “a user selectable trigger of the portable display device for triggering a correlation means, the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an orientation of the portable display device within the three dimensional space” as claimed in Claim 15. Berstis’ inertial motion sensor is implemented in a GPS device for aiding positioning software. Berstis’ inertial motion sensor does not include facilities for requesting via the portable display device the product information, nor a user selectable trigger of a portable display device for triggering a correlation means. Therefore, Berstis fails to cure the deficiencies of Herrod.

The combined teachings of Herrod and Berstis teach information pushing based on a position of a device and user selections of product information via menu screens. The combined

teachings of Herrod and Berstis fail to teach or suggest “requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device” as claimed in Claims 1 and 20, nor, “a user selectable trigger of the portable display device for triggering a correlation means, the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an orientation of the portable display device within the three dimensional space” as claimed in Claim 15.

Claims 1, 15, and 20 are believed to be allowable for additional reasons.

Claims 1 and 20 claim, *inter alia*, “a local reference frame which defines a space..., wherein the space is three dimensional,” and Claim 15 claims, *inter alia*, “a local reference frame is a three dimensional space.”

Herrod teaches a space which is two dimensional, for example, see Figure 7. Herrod does not teach or suggest a three-dimensional local reference frame including a product or object, essentially as claimed in Claims 1, 15, and 20.

Berstis teaches positional information of a device determined based on a stored position and inertial motion sensors for tracking motion (see Summary of the Invention). Berstis's system uses inertial motion sensors for determining position – clearly no local reference frame is implemented here. Indeed, Berstis's system is designed to operate in the absence of a location reference frame. Thus, Berstis fails to cure the deficiencies of Herrod.

Claims 2, 3 and 5-14 depend from claim 1. Claims 16-19 depend from Claim 15. The dependent claims are believed to be allowable for at least the reasons given for Claims 1 and 15. Reconsideration of the rejection is respectfully requested.

Claim 4 has been rejected under 35 U.S.C. 103(a) as being unpatentable over Herrod in view of Berstis, and further in view of Stevens (US 2002/0087392). The Examiner stated essentially that the combined teachings of Herrod, Berstis and Stevens teach or suggests all the limitations of Claim 4.

Claim 4 depends from Claim 1. Claim 4 is believed to be allowable for at least the reasons given for Claim 1. The Examiner's reconsideration of the rejection is respectfully requested.

For the forgoing reasons, the application, including Claims 1-20, is believed to be in condition for allowance. Early and favorable reconsideration of the case is respectfully requested.

Respectfully submitted,



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